

Tajikistan Social Media Influencers - Cultural Research and Mapping Project



Project Title	Tajikistan Social Media Influencers - Cultural Research and Mapping Project
Project Summary	Conduct online research and data analysis to identify potential partners in advertising Embassy events in social media platforms, and identify influential people who can become useful contacts of the Embassy.
Country	Tajikistan

Project Description

The goal of this project is to expand the Embassy's followers and contact reach on social media and outside the virtual space through analysis of current followers and identification of new contacts to cultivate. This project could include two interns, whose duties would be divided in the following manner:

Intern 1: Facebook Audience Analysis and Contact Development

- Analyze accounts of those who have liked our Embassy Facebook page, developing an Excel spreadsheet with key bio data - name, current city, work, education, other websites if mentioned (ex. Instagram)
- Search upcoming events on Facebook in Dushanbe and other regions to identify pages and people the Consulate should consider partnering with for events and event promotion

Intern 2-3: Instagram, Twitter, VKontakte, and YouTube Contact Development

- Seek out the accounts of influential people and representatives of key target audiences in Tajikistan (particularly: journalists, bloggers, cultural centers, university professors and staff, university students, private (English) school teachers/directors, and clubs or other venues that organize musical performances, speakers, film showings, and other cultural events).
- Make a list of particularly influential Instagram and VKontakte accounts of people and organizations in the above list, organized geographically.
- Search online announcement forums to identify other cultural event organizers and make lists of their contact information, social media accounts, and types of events they organize.
- As time permits, conduct analysis of Embassy followers on VKontakte and YouTube and identify ways to improve penetration there.

Required Skills or Interests

Skill(s)
Data analysis

Data visualization
Research
Social media management

Additional Information

None

Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
Persian-Tajiki	No practical proficiency	Minimum professional proficiency	Nice to Have
Russian	No practical proficiency	Minimum professional proficiency	Nice to Have